



This **July 4th** Holiday

Keep America's
Families Safe from
Impaired Drivers

Join the
You Drink & Drive. You Lose.
National Mobilization

NTSA
People Saving People
www.ntsa.dot.gov

This July 4th Holiday

Keep America Safe from Impaired Drivers

Join the **You Drink & Drive. You Lose. National Mobilization**

For most Americans, the Fourth of July is a special time to join family and friends to celebrate our freedom, democracy and the birth of our nation. Unfortunately, summer also represents the deadliest time of year on America's highways for impaired driving. That's why every July 4th holiday thousands of traffic safety partners in all 50 states join forces to protect citizens from this deadly crime.

New Materials Are Coming Soon

Media Outreach Toolkits are being created specifically for **Law Enforcement Officials**, **Prosecutors** and **Traffic Safety Advocates** to promote July's National Mobilization. The printed toolkits will be distributed in early May 2002 and the web versions will be posted on NHTSA's web site in mid April 2002. Each toolkit will include:

■ Press Release ■ Talking Points ■ Op-Ed Article ■ Fact Sheets ■ Artwork

How-to Guide Available

The online version of the *Saturation Patrols and Sobriety Checkpoints Guide* is already available on NHTSA's web site – www.nhtsa.dot.gov.

This guide is intended for use year-round and provides information on:

■ How to Plan Checkpoints and Saturation Patrols ■ Building Partnerships
■ Conducting Publicity and Promotion ■ Establishing Operational Timelines
■ Criminal Justice Training ■ General Resources

For additional campaign-related information, please click the **You Drink & Drive. You Lose** image on the NHTSA web site page – www.nhtsa.dot.gov